business
for sale



BUSINESS REPORT

Date: **5th November 2026**
Business Reference:**BFS00467**

About the Business:

START-UP BUSINESS FOR SALE - Decorative Coating & Waterproofing Manufacturing

Asking Price: R295,000 (Negotiable)

An excellent opportunity to acquire an innovative, specialised coating and waterproofing business with

significant growth and expansion potential.

ETERNACOAT is a unique decorative surface coating product developed in Johannesburg between 2005 and 2008 following extensive research, development and product testing. The business specialises in the application of highly decorative marble, granite and mineral granule finishes using advanced water-based polymer-acrylic formulations.

The products offer a wide range of applications across different surfaces and industries, creating opportunities to serve residential, commercial and industrial markets.

START-UP BUSINESS FOR SALE - Decorative Coating & Waterproofing Manufacturing



Sector: **Manufacturing**

Asking Price:

R 295,000

Monthly Profit:

R 0

Asset Value:
R 0

Stock Value:
R 0

Yearly Net Profit :
R 0

Business Report

Fully describe the business's activities?

Business Overview

The business offers specialised decorative coating solutions, together with cement-based waterproofing products developed to provide durable and effective protection.

The opportunity includes an established product concept, specialised manufacturing and application equipment, technical expertise and the intellectual knowledge required to continue operating and expanding the business.

The business is suitable for an entrepreneur, an existing paint or coatings manufacturer, a construction-related company, or an investor looking to enter the specialised coatings industry.

Products & Services

- Decorative Surface Coatings: Highly decorative finishes incorporating marble, granite and fine mineral granules.
- Polymer-Acrylic Formulations: Water-based coating products developed for specialised surface applications.
- Cement-Based Waterproofing: Durable and effective waterproofing products developed as an additional product range.
- Potential Additional Paint Products: Further manufacturing opportunities exist, with machinery already designed to accommodate the production of other paint products.

Business Highlights & Opportunities

- Innovative products developed through extensive research and testing.
- High profit margins with attractive earning potential, according to the owner.
- Specialised products with a wide range of possible applications.
- Specialised equipment and technical expertise included in the sale.
- Opportunity to establish additional branches in other geographical areas.
- Potential to expand into the manufacturing of other paint and coating products.

- Existing materials and machinery available to support further product development.

What Is Included in the Sale?

The business is being offered as a complete operation, including:

- All available specialised equipment and machinery.
- Available raw material and stock inventory.
- Product formulations and technical knowledge.
- Intellectual property and product development knowledge.
- Training, guidance and assistance from the developer to support the new owner.

The current owner is willing to share the knowledge and technical expertise required to manufacture and apply the products successfully.

Expansion Potential

The business presents an opportunity to acquire the entire operation as a going concern or establish it as a branch in additional geographical areas.

There is also significant potential to expand the existing product range into other paint and coating manufacturing categories, making use of the available materials and machinery.

Financial Information & Asking Price

ASKING PRICE R295,000 Negotiable

The asking price includes all equipment, available material stock and the intellectual and technical knowledge associated with the business.

Further business information and details will be made available to genuinely interested prospective buyers upon request.

An Opportunity Worth Exploring

Whether you are an entrepreneur looking to establish a specialised manufacturing business or an existing company wanting to expand into decorative coatings and waterproofing solutions, **ETERNACOAT** offers an opportunity to acquire an innovative product range with considerable room for growth.

Enquire today to learn more about this specialised manufacturing opportunity.